

Are Seat Belts The Answer?

Representatives of the Cornell University Committee on Transportation Safety Research have told a Congressional committee investigating traffic accidents that a university study of automobile accidents has proved "beyond all reasonable doubt" that automobile seat belts save lives and reduce the frequency—and the severity—of injuries to drivers and passengers involved in accidents.

The above paragraph is from a statement issued last week by Cornell University. From yet other sources it is stated that seat belts have contributed to the injuries of passengers involved in automobile accidents. What should you, as a safety-minded motorist, do about installing seat belts? See your June 6th, HERALD Motorcade for the pros and cons and the editor's conclusion regarding seat belts.

Rolling Around

By JIM CALLAHAN
HERALD AUTO EDITOR

Automobiles are our second greatest financial investment. This is true if we consider ourselves average Americans, and in this area most of us are proud to bear the appellation. In those glorious teen years, the automobile represents the first venture into the assumption of financial responsibility and it is the teenager's largest investment. This is true whether the car that stands in our driveway is a \$200 used car or a sleek \$5000 job complete with everything but "power payments."

All of this is a prelude to the reason for The HERALD launching the *Herald Motorcade*, a special weekly department devoted to automobiles, accessories, and the related businesses that enable us to keep our cars on the road. An unofficial survey of the area has revealed that there is a tremendous interest in this field and The HERALD, in keeping with its policy of giving readers what they want, will present the *Motorcade* as a regular weekly feature.

Substantiating the oft repeated remark that "America is a nation on wheels," we are presenting a few brief excerpts from a survey conducted by W. R. Simmons and Associates Research, Inc., for the Crowell Collier Publishing Company:

"The growth of multi-car homes continues. As a percentage of total car owning homes, those having two or more cars have increased from 4.8 per cent in 1948 to 13.8 per cent.

"Multi-car homes own two or more cars because they need them, but the kind of need varies somewhat. Of the total multi-car homes replying to the survey questions, 37 per cent needed one car for business and one for pleasure or for the wife to use; 32 per cent kept an extra car for the children's use; 23 per cent were homes with two people working who required cars; 3 per cent needed the other car to haul things . . . 1 per cent kept the extra car in case of breakdown; and another 1 per cent had an extra car because they had received it as a gift."

While all of us would like to be included in that last 1 per cent bracket, the number of people in this area receiving cars as gifts is unfortunately small. But as far as the other categories mentioned the statistics on a nationwide basis do not present the local picture correctly. There is a much greater percentage than the 13.8 per cent figure quoted operating two or more cars. We probably have more cars per capita in our community than any other part of the world and a greater interest in these automobiles and the many organizations which help us keep them on the road.

Motorcade, and this column, will cover all phases of automotive news in which readers are interested. Developments in Detroit which have a bearing on new car buyers and potential new car buyers will be reported. Sports car club news and features will be included as well as notes on customizing and hot rod activities. To establish a standard terminology in referring to the various automobiles on our highways The HERALD *Motorcade* will conform to the following definitions:

Herald Motorcade

For Enthusiasts — Clubs — Autosports — Motoring

Sports Car—Any car that can be used for street use as well as competition events.

Dua Purpose Car—Any car that can be used for sports car type events but can also be considered a family or business car.

Special Interest Automobile—Included in this bracket will be classic automobiles and other re-stored vehicles.

Custom Car—A production based automobile which has been re-designed and modified to reflect the owner's concept of what he wants in an automobile, especially in regard to appearance.

Hot Rod—An automobile with engine and other mechanical modifications to increase top performance for participation in organized and sanctioned events, "drags," and time trials.

* * *

We have a lot of new families moving into our community every week. For the men and young men of these families who help keep up the household's "set of wheels" we'd like to introduce you to some of the people whose job it is to give you the kind of service you want whether you are buying a set of tires, or a can of tire patch, or want an estimate on a prospective purchase or plan to buy the store out.

Ed Mauding, and his capable assistants, will take care of your needs at the Goodyear Store, 2026 Torrance Blvd. Nick Meyers, at American Auto Stores, 1323 Sartori Ave., operates a very complete auto supply establishment.

Ted Olson is the manager of Firestone's Torrance establishment at 1154 Marcelina Ave.

At the B. F. Goodrich Tire Co., fellow Irishman Ron O'Brien will make you welcome.

Doing business at the same stand in Torrance for many years is Virgel Bolles of Virgel's Frame and Wheel Alignment, 1750 Carson. Virgel has a tremendous following based on the excellence of his work.

Bill Vincent of Vincent's Tire Service is especially interested in competition tire problems. Both Bill and his wife Ruby compete in sports car events and have amassed quite a collection of trophies. Go by and take a look at that *Michelin X*, a special tire designed for high speed competition work.

"Van" Van Lingen, of Van's Body Shop, is a top craftsman. If you need auto body work, or a paint job, drop in for an estimate at 20431 Hawthorne Blvd. Van specializes in insurance work, too.

* * *

If any of you week-end mechanics are in the middle of a project on Sunday and need something right now, take a run down to Carline's Auto Parts and Supplies on Pacific Coast Hwy. Don Carline's is the only auto parts store in the area open on Sunday that we know of and carries a complete line of parts and supplies.

Carson Group To Get Word On Freeways

An illustrated program with color slides about the Southland Freeways will be presented at the Stephen M. White Junior High School beginning at 8 p.m. Monday night, June 3, it was announced here yesterday by J. Rome Gateley, president of the sponsoring Carson Civic Betterment Assn. L. W. Larson and J. LaBrie have been assigned by Edward Telford, assistant state highway engineer, to explain the future of the freeways in the area.

TR-3

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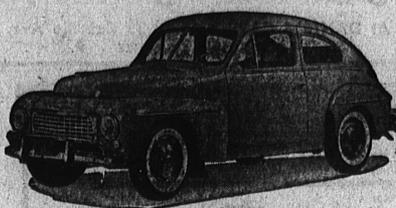
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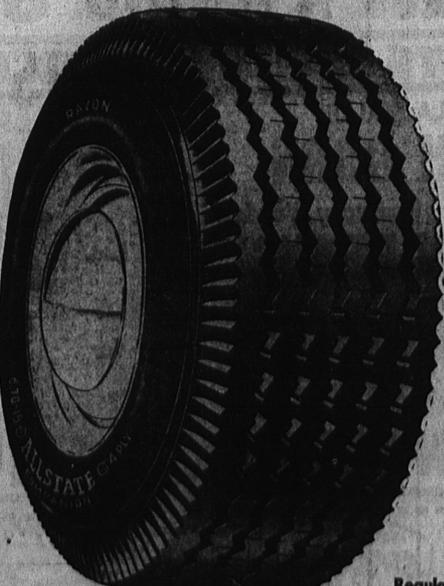
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